ectt. II,48—6,001—26-9-16.

Home (1921) Department.

(Miscellaneous)

Ordinary SERIES.

G.O. No. 267

DATED 22/2/1922

[Despatch Abstract.]

Publicity

Expenditure of Rs. 30/- as honorarium for a Kanarese ballad.

NOTES.

1

From the Publicity Officer, Madras.
To all Collectors, (except the Collector of Salem).
Dated Madras the 3rd May 1920.
R.O.C.No.828.

Please see the attached copy of a letter from Macqueen. I like the idea, but I have not got a poet on my staff. Have you a good ballad writer in your district? If you could induce such a one to make a ballad out of this (Care of the new born babe) or any other leaflet which you think would be the better for being put into verse, and let me see the result. I am quite willing to pay the poet according to the market rate.

****

From P.Macqueen Esquire, I.C.S., Collector of Salem.
To the Publicity Officer, Madras.
Dated Salem the 30th April 1920.
No.1670/Hc.

I have the honour to acknowledge with thanks the pamphlet forwarded by you on the "Care of the new-born babe".

2. It is desired, presumably, that this information should penetrate into the most illiterate ranks of society. It is hardly likely that such pamphlets either in English or in Tamil will have this effect. A very popular way of disseminating information frequently of a very inaccurate kind is by the popular ballad which is printed on cheap paper in a cheap press and sold for half or one anna. I would suggest that an excellent way of disseminating the information referred to above would be to employ a skillful ballad-monger to put the pamphlet into popular verse and to have persons to take round these small books and sell them at railway stations, at street corners and elsewhere and sing the verses so that the public may be attracted to buy them.

****

P.10

Misc-Cr. 725 14-2-21

1

TELEGRAPHIC ADDRESS: PUBLIBUR. TELEPHONE NO. 5277.

PUBLICITY BUREAU.

VICTORIA BUILDINGS,
EGMORE, MADRAS.

R.O.C. NO. 90-C

11th February 1921.

1

Secretary to Government, Home Department, u.o.

Please see the attached circular letter I had sent to all Collectors on the subject of making a song out of the leaflet "The cake of the new born babe". The Collector of South Kanara has sent me a Kanarese ballad which was declared to be the best by the Industrial and Agricultural Exhibition recently held in his district. He recommended that the poet should be paid an honorarium of Rs.30 and I have accordingly sent the amount to the Collector to be paid to the poet in anticipation of sanction. I request formal sanction. The song is being printed for distribution.

Publicity Officer.

13-FEB 1921

SECRETARY TO GOVT. OF MADRAS HOME DEPARTMENT
14 FEB-1921

US.

Home (Misc) Dept

A draft order as usual

SD 15291

16.2.21

C.S.

C.S.

19.2.21

Publicity

3

Scott. II-10 (a)—35,106—9-2-20.

Home(mis) DEPARTMENT.

Expenditure of Rs 30 as honorarium for a Kanarese ballad.

READ AGAIN G.O. No. ....., dated ..... 192 .

" " " " ..... " ..... 192 .

READ —

C. No. 725, From the Pub Off, No. 90C, dated 11/12 Feb 192 1.

" " " " ..... " ..... " ..... 192 .

" " " " ..... " ..... " ..... 192 .

ORDER.

No. 269, dated 22-2- 192 1.

mis

The Govt. sanction the incurring of an expenditure of Rs 30 (Thirty) by the Publicity officer for payment of an honorarium to the author of a Kanarese ballad on the "Care of the newborn babi".

2. The expenditure should be met from the contingencies of the Publicity Bureau.

SHD 15/2/21 Sd 16/2/21

DESPATCHED 24 FEB. 1921

Sd 24/2/21 Rai 22.2.21

To

The Publicity Officer, Pune
The Accountant

Copy for [illegible]